TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF JUNE 1984

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	% CHG
TOTAL	$31.70	$29.67	$ 9.03	$ 8.55	0.34	0.34	0.22	0.22	44.8	44.4	$ 5.76	$ 5.48	2.2
REGION:													
Northeast	$37.77	$34.34	$11.48	$10.63	0.31	0.32	0.20	0.20	47.8	48.1	$ 8.04	$ 7.64	2.9
Southeast	30.64	29.02	9.11	8.67	0.34	0.34	0.22	0.22	41.0	40.1	5.59	5.23	1.4
North Central	32.61	30.00	7.58	7.40	0.35	0.35	0.22	0.23	43.2	43.2	4.43	4.35	6.5
South Central	26.24	25.65	8.38	7.93	0.35	0.35	0.22	0.22	45.9	45.3	5.45	5.21	-1.3
West	33.49	30.91	9.00	8.42	0.34	0.34	0.22	0.22	48.1	46.7	5.45	4.98	1.8
AFFILIATION:													
Chain	$29.12	$27.39	$ 8.94	$ 8.47	0.33	0.33	0.21	0.21	44.7	44.3	$ 5.78	$ 5.51	2.2
Independent	43.17	39.78	9.31	8.80	0.35	0.36	0.23	0.23	45.3	44.8	5.71	5.34	2.3
LOCATION:													
Center City	$36.06	$33.10	$10.44	$ 9.74	0.32	0.32	0.21	0.21	48.3	48.0	$ 7.13	$ 6.70	2.0
Suburban	26.78	26.08	7.76	7.63	0.35	0.35	0.22	0.22	42.9	42.0	4.77	4.68	2.7
Highway	20.77	19.53	6.54	6.07	0.36	0.37	0.23	0.24	40.3	40.8	3.56	3.39	0.1
Airport	27.69	26.52	8.02	7.65	0.34	0.35	0.22	0.23	43.4	42.9	5.00	4.81	1.8
Resort	42.95	39.75	9.63	9.19	0.35	0.35	0.22	0.22	39.7	39.3	5.30	5.04	3.7
SIZE:													
Under 150 Rooms	$29.60	$28.58	$ 6.89	$ 6.67	0.39	0.39	0.25	0.25	39.9	39.1	$ 3.72	$ 3.58	0.5
150 to 300 Rooms	25.57	24.49	7.64	7.23	0.35	0.36	0.23	0.23	43.0	43.0	4.60	4.40	0.4
300 to 600 Rooms	33.44	31.83	9.16	8.78	0.34	0.34	0.22	0.22	47.2	46.4	6.05	5.75	1.7
Over 600 Rooms	40.04	35.68	11.61	10.95	0.30	0.31	0.19	0.19	45.4	45.1	7.70	7.37	6.3
TYPE:													
Hotel	$38.06	$35.27	$ 9.76	$ 9.24	0.33	0.33	0.21	0.22	45.8	45.4	$ 6.35	$ 6.04	2.8
Motor Hotel	21.07	20.33	6.98	6.67	0.37	0.37	0.23	0.23	41.5	40.8	4.14	3.95	0.5
Economy	5.69	5.82	*	*	0.35	0.36	*	*	*	*	*	*	*

B5050-4A

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Certified Public Accountants

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NATIONAL TREND OF BUSINESS
Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

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JULY 1984 COMPARED WITH JULY 1983

MODERATION IN RECOVERY SEEN; ROOM RATES CONTINUE TO RISE

The occupancy rate in July climbed to 67.4 percent, a 1.5 percent increase over the preceding year. While this increase continues to reflect the growth in demand being reported by the U.S. lodging industry in 1984, it was below expectations and may signal the beginning of moderation. Also indicative of this was the 4.7 percent decline reported in the double occupancy rate. Each segment of the industry we cover in this report experienced a decline in the double occupancy rate when compared to the preceding July. Highway and resort operators are reporting reduced demand as declines in occupancy of 2.4 percent and 3.8 percent, respectively, were recorded.

For the first time since December of 1983, the number of covers served declined when compared to the same month of the preceding year. However, due to increases in the average receipt per cover, sales in the food and beverage department were up 3.4 percent. Increases in room rates were also evident, rising 7.7 percent for the month thereby providing operators with increased revenue. With these increases, total sales were up 8.5 percent.

The reduced demand reported in July by resort and highway operators, when viewed in conjunction with the overall declines in the double occupancy rate point to a disappointing level of vacation travel. It is the feeling among some travel industry experts that many consumers may have forgone their vacations this summer to purchase the big ticket item that they postponed during the recession of the early 1980's. This theory is substantiated by the continued surge in purchases of consumer durable goods. For the next several months we expect both occupancy and room rates to increase but at reduced levels.

	Projections	Actual Last Year
September 1984	66-68%	64.8%
October 1984	70-72%	69.8%
November 1984	62-64%	62.6%

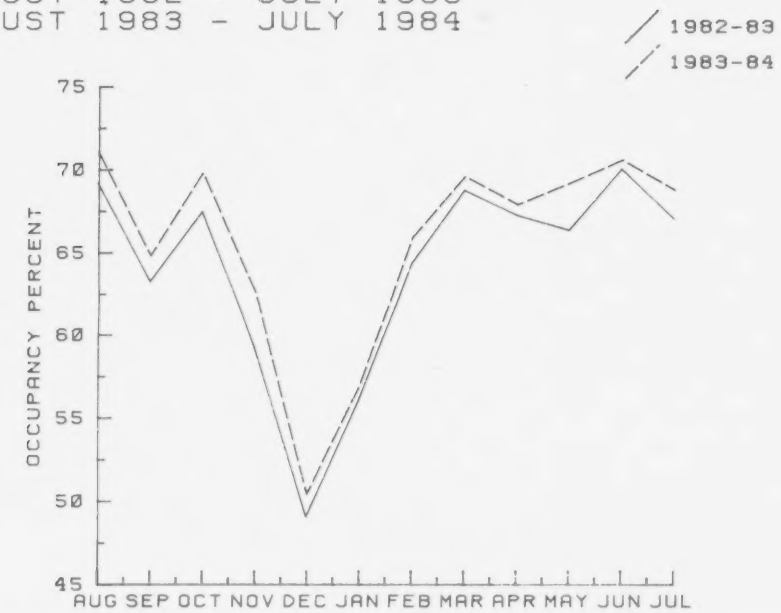
SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	64.8%	– 0.5%
AFFILIATION:		
Chain	65.5	– 2.1
Independent	63.5	6.4
AREA:		
Northeast	67.6	– 4.7
Southeast	64.7	– 1.5
North Central	65.7	2.0
South Central	61.7	– 4.5
West	70.4	– 2.9
LOCATION:		
Center City	63.0	– 5.0
Suburban	63.7	– 2.2
Highway	66.3	6.3
Airport	70.5	– 0.1
Resort	61.0	– 7.3
SIZE:		
Under 150 rooms	64.5	– 2.6
150 to 299 rooms	65.6	–
300 to 600 rooms	64.2	0.6
Over 600 rooms	65.2	– 3.1
TYPE:		
Hotel	65.4	– 1.4
Motor Hotel	66.3	1.8
Economy	59.7	– 5.1

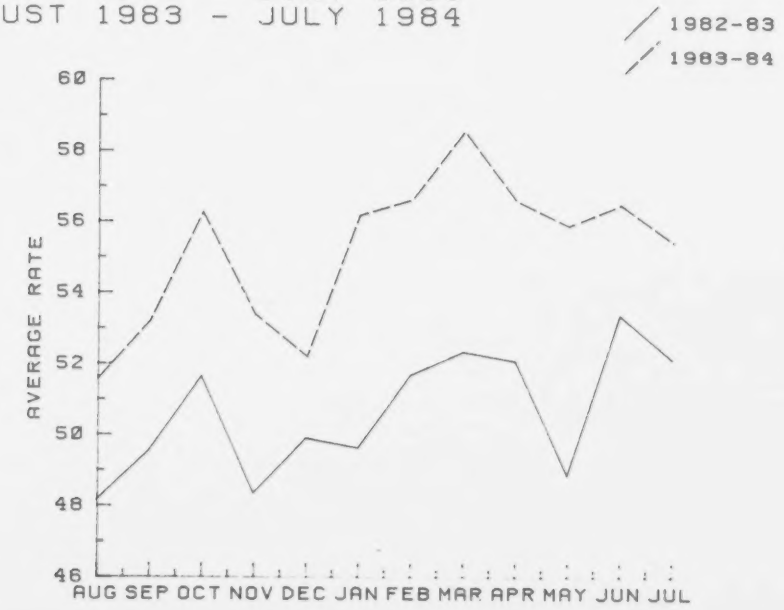
*FROM PREVIOUS MONTH
– NO CHANGE

Mark Lomanno, Senior Research Associate
Marsha Cassidy, Research Associate
Research and Development

U.S. LODGING OCCUPANCY RATES
AUGUST 1982 - JULY 1983
AUGUST 1983 - JULY 1984



U.S. LODGING AVERAGE ROOM RATES
AUGUST 1982 - JULY 1983
AUGUST 1983 - JULY 1984



TREND REPORT JULY 1984 COMPARED WITH JULY 1983

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	JUL	% CHG	JUL	% CHG	JUL	% CHG	JUL	% CHG
TOTAL	8.5	10.1	3.4	11.6	68.8	1.5	67.4	-4.7	$ 55.45	7.7	$ 79.24	6.1
REGION:												
Northeast	9.4	10.6	4.1	17.6	68.6	1.5	46.9	-12.7	$ 73.83	10.0	$102.84	8.9
Southeast	2.0	1.7	1.5	5.8	69.3	-1.3	109.5	-2.7	51.69	2.0	75.85	2.3
North Central	11.2	13.3	5.7	16.6	71.1	5.5	51.5	-4.6	44.64	7.2	64.76	5.2
South Central	11.5	14.3	5.3	7.6	63.9	2.7	54.4	7.3	50.62	8.6	72.75	6.0
West	10.1	13.2	1.2	24.8	74.0	-	57.9	-10.8	61.43	13.3	85.99	10.3
AFFILIATION:												
Chain	8.5	10.2	3.4	11.1	69.2	1.0	63.5	-2.6	$ 55.00	8.2	$ 78.19	6.6
Independent	8.4	9.9	3.8	13.7	67.0	2.6	79.7	-10.7	57.16	5.8	83.29	4.4
LOCATION:												
Center City	16.0	19.1	8.4	15.4	63.0	5.7	54.3	-3.2	$ 67.62	11.3	$ 98.36	8.5
Suburban	4.8	7.3	-2.3	8.8	69.1	0.4	54.7	-5.4	48.36	6.3	69.28	3.8
Highway	0.7	1.5	-3.0	2.0	74.2	-2.4	82.1	-1.1	41.96	3.6	53.85	2.8
Airport	10.8	13.6	4.2	9.7	72.8	5.7	39.6	-6.2	51.28	8.2	73.72	5.6
Resort	2.7	1.9	3.1	10.5	70.2	-3.8	120.1	-4.5	64.22	3.2	97.06	4.0
SIZE:												
Under 150 Rooms	4.4	5.2	1.1	7.2	73.8	0.4	73.8	-4.4	$ 40.70	5.2	$ 52.37	4.5
150 to 300 Rooms	5.0	6.6	-	8.2	70.8	0.6	59.3	-4.2	49.77	5.3	70.59	3.8
300 to 600 Rooms	9.8	13.0	2.7	10.3	64.8	3.0	67.9	-5.0	63.21	8.5	95.59	5.4
Over 600 Rooms	14.6	15.7	10.6	19.4	64.9	2.5	73.5	-5.9	74.58	10.4	107.63	9.3
TYPE:												
Hotel	10.9	13.7	4.7	12.8	65.5	3.6	61.8	-4.3	$ 65.30	8.5	$ 99.36	5.9
Motor Hotel	4.3	5.3	-	9.0	72.9	-0.7	75.9	-4.6	46.74	5.5	61.13	4.5
*Economy	1.1	1.6	-2.3	-14.3	72.3	-1.6	71.8	-4.0	32.10	3.6	33.45	3.1

* Economy data are based on a sample of properties from the National Trend of Business in the Economy Lodging Industry.

\- NO CHANGE

YEAR TO DATE TREND REPORT - AS OF JULY 1984

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	JUL	% CHG	JUL	% CHG	JUL	% CHG	JUL	% CHG
TOTAL	9.9	10.5	7.7	13.8	67.0	2.3	53.1	-2.2	$ 56.29	6.8	$ 85.32	6.2
REGION												
Northeast	11.9	13.2	9.1	10.7	68.7	3.5	38.9	0.8	$ 77.60	10.1	$115.53	8.9
Southeast	6.1	5.8	5.9	9.7	71.3	-2.2	86.2	-2.8	38.17	7.4	89.82	7.7
North Central	12.7	14.4	8.9	16.5	63.6	6.5	40.1	1.5	44.58	6.1	70.10	4.5
South Central	9.0	10.3	6.4	6.1	62.5	3.1	40.9	3.5	50.05	4.2	73.80	3.0
West	11.7	11.4	8.7	37.6	71.0	3.0	49.0	-3.2	55.40	7.8	83.79	8.1
AFFILIATION												
Chain	9.5	10.5	7.0	10.2	67.7	2.0	49.4	-2.4	$ 55.56	7.1	$ 82.24	6.1
Independent	11.1	10.7	9.5	22.9	64.2	3.4	65.5	-2.2	59.22	5.9	97.59	6.3
LOCATION												
Center City	12.9	14.2	10.2	11.6	64.1	4.2	43.6	3.6	$ 69.18	8.3	$105.75	7.0
Suburban	8.4	8.9	3.7	30.0	65.9	3.0	41.6	-2.3	47.24	4.4	73.56	4.0
Highway	5.1	5.4	4.3	2.8	68.4	0.4	66.0	-5.8	39.87	4.3	52.83	4.0
Airport	8.3	9.8	5.0	8.0	71.9	3.5	33.2	-3.2	51.07	5.9	76.78	4.4
Resort	9.6	9.4	9.5	12.8	69.1	-0.1	94.7	-3.2	70.48	7.9	114.07	8.2
SIZE												
Under 150 Rooms	7.2	8.1	4.6	2.9	67.5	3.2	62.8	-1.7	$ 38.82	4.6	$ 51.26	3.7
150 to 300 Rooms	7.9	9.2	4.8	8.6	67.4	2.1	47.6	-3.4	48.95	5.8	72.05	4.5
300 to 600 Rooms	8.3	8.2	5.9	22.3	65.1	2.0	54.0	-2.5	63.06	5.5	101.12	5.5
Over 600 Rooms	14.9	15.6	13.8	12.6	68.0	2.4	53.7	-1.3	79.66	10.2	124.48	9.5
TYPE												
Hotel	11.4	12.2	8.9	16.0	66.7	3.9	48.8	0.2	$ 67.73	6.9	$109.24	6.2
Motor Hotel	6.9	8.0	3.8	6.2	67.8	0.6	59.3	-5.0	45.44	5.1	62.35	5.0
Economy	3.5	4.0	-0.4	-10.9	65.2	1.7	63.6	-3.9	29.74	2.5	31.19	2.1

FOOD AND BEVERAGE REPORT - JULY 1984 COMPARED WITH JULY 1983

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	% CHG
TOTAL	$25.55	$24.70	$ 8.01	$ 7.46	0.36	0.36	0.22	0.22	53.1	51.6	$ 5.97	$ 5.59	-0.9
REGION													
Northeast	$26.75	$25.70	$ 9.83	$ 9.42	0.35	0.35	0.21	0.21	62.3	59.8	$ 8.50	$ 7.85	-0.5
Southeast	23.43	23.08	7.50	6.97	0.36	0.36	0.23	0.23	50.7	48.9	5.48	4.96	-5.3
North Central	25.50	24.12	7.26	7.14	0.35	0.36	0.22	0.22	48.2	48.7	4.81	4.79	6.1
South Central	23.45	22.28	7.40	7.17	0.36	0.35	0.22	0.22	52.1	51.0	5.94	5.73	1.1
West	30.74	30.38	8.51	8.04	0.35	0.35	0.22	0.22	51.1	48.6	5.54	4.95	-4.2
AFFILIATION													
Chain	$23.91	$23.13	$ 8.00	$ 7.61	0.35	0.35	0.22	0.22	52.4	51.1	$ 6.02	$ 5.64	-0.6
Independent	33.23	32.03	8.06	7.80	0.38	0.37	0.24	0.23	55.6	53.6	5.80	5.43	-1.8
LOCATION													
Center City	$27.93	$25.77	$ 9.40	$ 8.97	0.34	0.35	0.22	0.21	60.8	61.1	$ 7.79	$ 7.57	1.9
Suburban	21.61	22.32	6.81	6.73	0.38	0.37	0.22	0.23	50.5	47.9	5.03	4.75	-1.5
Highway	19.19	19.77	6.05	5.82	0.37	0.37	0.23	0.22	42.5	41.1	3.53	3.27	-5.7
Airport	23.05	22.12	7.74	7.31	0.34	0.34	0.22	0.22	48.1	46.4	5.44	5.03	-0.1
Resort	34.39	33.35	8.15	7.76	0.37	0.35	0.22	0.22	46.2	43.4	5.16	4.55	-3.0
SIZE													
Under 150 Rooms	$26.25	$25.97	$ 6.85	$ 6.55	0.38	0.38	0.24	0.24	42.2	42.1	$ 4.06	$ 3.96	-2.4
150 to 300 Rooms	21.37	21.36	6.99	6.82	0.37	0.37	0.23	0.23	48.1	45.5	4.93	4.55	-3.0
300 to 600 Rooms	27.81	27.07	8.24	8.01	0.35	0.34	0.22	0.22	55.0	53.4	6.41	6.06	0.4
Over 600 Rooms	29.68	26.84	10.00	9.22	0.34	0.35	0.20	0.20	60.7	61.3	8.06	7.61	1.6
TYPE													
Hotel	$30.15	$28.80	$ 8.66	$ 8.24	0.35	0.35	0.22	0.22	55.8	54.4	$ 6.69	$ 6.27	-0.3
Motor Hotel	18.17	18.16	6.34	6.20	0.38	0.37	0.22	0.22	44.8	43.4	4.12	3.92	-2.4

YEAP TO DATE FOOD AND BEVERAGE REPORT - AS OF JULY 1984

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	% CHG
TOTAL	$31.33	$29.10	$ 9.04	$ 8.53	0.34	0.34	0.22	0.22	45.6	44.9	$ 5.78	$ 5.45	2.3
REGION:													
Northeast	$36.36	$33.32	$11.47	$10.73	0.31	0.32	0.20	0.20	49.8	49.4	$ 8.28	$ 7.86	3.2
Southeast	30.70	28.99	8.88	8.40	0.34	0.34	0.22	0.22	41.4	40.2	5.44	5.02	1.4
North Central	31.48	28.91	7.63	7.47	0.35	0.35	0.22	0.22	44.1	43.9	4.52	4.41	5.6
South Central	26.20	24.63	8.40	7.81	0.35	0.35	0.22	0.22	46.9	46.5	5.50	5.26	0.5
West	34.40	31.64	9.27	8.63	0.34	0.34	0.22	0.22	46.7	45.0	5.51	4.94	1.3
AFFILIATION:													
Chain	$28.48	$26.61	$ 8.93	$ 8.42	0.33	0.34	0.21	0.21	45.7	44.9	$ 5.81	$ 5.50	2.4
Independent	44.03	40.22	9.33	8.81	0.36	0.35	0.23	0.23	45.4	44.6	5.68	5.26	2.2
LOCATION:													
Center City	$35.36	$32.07	$10.47	$ 9.71	0.32	0.33	0.21	0.21	50.1	49.9	$ 7.33	$ 6.92	2.2
Suburban	27.37	26.40	7.87	7.68	0.36	0.35	0.22	0.22	43.8	42.3	4.89	4.67	2.9
Highway	21.00	20.12	6.56	5.98	0.36	0.36	0.24	0.23	39.7	39.8	3.51	3.24	-2.8
Airport	26.15	24.90	8.15	7.79	0.34	0.34	0.22	0.22	44.2	43.0	5.08	4.80	1.9
Resort	42.68	38.98	9.58	9.22	0.35	0.34	0.22	0.22	39.5	38.5	5.17	4.84	5.2
SIZE:													
Under 150 Rooms	$29.11	$27.84	$ 6.88	$ 6.67	0.39	0.39	0.25	0.25	40.4	39.5	$ 3.84	$ 3.67	0.9
150 to 300 Rooms	24.76	23.63	7.63	7.22	0.35	0.36	0.23	0.23	43.3	42.6	4.64	4.37	-
300 to 600 Rooms	34.01	32.12	9.29	8.93	0.34	0.34	0.22	0.22	47.6	46.2	6.16	5.78	2.6
Over 600 Rooms	39.87	35.05	11.68	10.86	0.31	0.32	0.20	0.19	46.8	46.9	7.73	7.43	6.6
TYPE:													
Hotel	$37.40	$34.33	$ 9.74	$ 9.19	0.33	0.33	0.21	0.21	46.7	46.1	$ 6.35	$ 6.00	3.2
Motor Hotel	21.09	20.33	7.04	6.71	0.36	0.36	0.22	0.22	41.6	40.7	4.20	3.96	-0.1

- NO CHANGE